



**THE EFFECTIVENESS OF PROMOTIONAL TOOLS TO ENHANCE CUSTOMER  
AWARENESS OF SHAKLEE PRODUCTS (MALAYSIA) SDN BHD**

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## **ABSTRACT**

Promotion is important to the company to introduce their product or services to potential customer. All company will use different promotion based on their target market. Promotion is one of the key 4ps in marketing mix that important as such has a key role of success in the market. More specifically, the objectives of any promotional strategy are to increase sales, maintain or improve market share, create or improve brand recognition, create favorable climate for future sales, create a competitive advantage and also inform and educate the market. The promotion tools that selected in this study are advertising, personal selling and sales promotion. The total of 100 respondents was selected in completing the questionnaire to identify the significant relationship between promotion tools and customer awareness and the most contributing promotion tools towards Shaklee Products (Malaysia) Sdn Bhd

# **CHAPTER 1**

## **INTRODUCTION**

### **1.0 COMPANY BACKGROUND**

#### **1.0.1 Shaklee Corporation**

Shaklee Corporation was founded in 1956 is an American manufacturer and distributor of natural nutrition supplements, personal care products, weight-management products, beauty products, and household products. The company is based in Pleasanton, California with global operations in Canada, Japan, Malaysia, Mexico, Taiwan, China and Indonesia. Shaklee products are largely developed in-house and are sold through a multilevel marketing system in the United States and worldwide by a team of fiercely loyal independent contractors. Shaklee Corporation is the number one natural nutrition company in the United States and has an impressive 50-year history as a leader in health and environmental issues. The founder, Dr. Forrest C. Shaklee began the company's commitment to products that improve the health of people without harming the planet when he founded the company in 1956. The company's vast array of product categories includes nutrition supplements, home cleaning products, air and water purifiers, plus beauty and skin care products that combine the best of nature and science.

For 50 years the Shaklee brand is synonymous with high quality and efficacy, representing one of the most well-established names in the